

Global Smart Advertising Services Market Size study & Forecast, by Service Type (Email Advertising, Video Advertising, Search Engine Advertising, Mobile Advertising, Social Media Advertising, Online Display Advertising, Others), by Platform Type (Mobile, Laptops, Desktops & Tablets, Others), by Pricing Model (Cost Per Mille (CPM), Performance Based Advertising, Hybrid), by Enterprise Size (Large Enterprises, SMEs), by End-user (Media & Entertainment, BFSI, Education, Retail & Consumer Goods, IT & Telecom, Healthcare, Others) and Regional Analysis, 2023-2030

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Abstracts

Global Smart Advertising Services Market is valued at approximately USD 431.53 billion in 2022 and is anticipated to grow with a healthy growth rate of more than 20.50% over the forecast period 2023-2030. Smart Advertising Services Market refers to the market for digital advertising services that utilize artificial intelligence (AI), machine learning (ML), and other advanced technologies to deliver more targeted and personalized ads to consumers. These services help advertisers to reach their target audience more effectively and efficiently, while also providing consumers with more relevant and engaging ads. The major driving factors for the Global Smart Advertising Services Market are the increasing adoption of digital advertising and advancements in AI and ML technologies. Moreover, the growing popularity of mobile devices and increasing demand for programmatic advertising is creating lucrative growth opportunities for the

market over the forecast period 2023-2030.

With the increasing use of mobile devices, advertisers are looking for ways to reach consumers on the go. Smart advertising services provide mobile-specific ad formats and targeting capabilities that help advertisers to reach consumers on their mobile devices. According to Statista, the number of smartphone users worldwide reached 3.8 billion in 2021, up from 3.5 billion in 2020. Similarly, in 2020, mobile devices accounted for 50.81% of website traffic worldwide, compared to desktop devices which accounted for 45.06%, according to Statcounter a web analytics company. However, the high cost of Smart Advertising Services stifles market growth throughout the forecast period of 2023-2030.

The key regions considered for the Global Smart Advertising Services Market study includes Asia Pacific, North America, Europe, Latin America, and Middle East & Africa. The North American market is expected to dominate the Global Smart Advertising Services Market due to the high adoption rate of smart advertising services, the presence of several key players in the region, and the high internet penetration rate. The US and Canada are the major contributors to the North American market. The Asia-Pacific market is expected to grow rapidly due to the increasing adoption of mobile devices, the growing popularity of e-commerce, and the rising internet penetration rate. China, India, Japan, and South Korea are the major contributors to the Asia-Pacific market.

Major market player included in this report are:

YouTube

Meta

Google LLC

VaynerMedia

Omnicom Group Inc.

ibex Limited

Interpublic Group of Companies, Inc.

Twitter, Inc.

TikTok

Hulu LLC

Recent Developments in the Market:

The National Football League (NFL) announced in December 2022 that its Sunday Ticket subscription package would be made available on YouTube TV starting the following season. This marked the NFL's second media rights agreement with a

streaming service. The partnership was seen as a significant opportunity for YouTube to expand its presence in the highly competitive streaming market.

Global Smart Advertising Services Market Report Scope:

Historical Data – 2020 - 2021

Base Year for Estimation – 2022

Forecast period - 2023-2030

Report Coverage - Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Segments Covered - Service Type, Platform Type, Pricing Model, Enterprise Size, End user, Region

Regional Scope - North America; Europe; Asia Pacific; Latin America; Middle East & Africa

Customization Scope - Free report customization (equivalent up to 8 analyst's working hours) with purchase. Addition or alteration to country, regional & segment scope*

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within countries involved in the study.

The report also caters detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, it also incorporates potential opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and Service Type offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Service Type:

Email Advertising

Video Advertising

Search Engine Advertising

Mobile Advertising

Social Media Advertising

Online Display Advertising

Others

By Platform Type:

Mobile

Laptops, Desktops & Tablets

Others

By Pricing Model:

Cost Per Mille (CPM)

Performance Based Advertising

Hybrid

By Enterprise Size:

Large Enterprises

SMEs

By End user:

Media & Entertainment

BFSI

Education

Retail & Consumer Goods

IT & Telecom

Healthcare

Others

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

Brazil

Mexico

Middle East & Africa

Saudi Arabia

South Africa

Rest of Middle East & Africa

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